

2 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*20	SA	5P-530P	FOX13-LIVE@5WK	:30	\$400.00	10/27-10/27	0	0	0	\$0.00	
Rating: 1.4												
[MADE-GOOD BY LINE(S) 35 36 37]												
V11 Effective Dates Changed												
	*35	F,M-TH	6A-7A	GOOD DAY UTAH	:30	\$400.00	10/26-11/01	1	1	1	\$400.00	
[MKGD FOR SPOTS MISSED ON LN #20: 10/27(1/WK), MKGD FOR SPOTS MISSED ON LN #21: 10/28(1/WK), MKGD FOR SPOTS MISSED ON LN #26: 11/05(1/WK)]												
V11 Added												
	*36	F,M-TH	7A-8A	GOOD DAY UTAH	:30	\$450.00	10/26-11/01	1	1	1	\$450.00	
[PART OF A MKGD MADE UP OF LINES 35 36 37]												
V11 Added												
	*37	SA	530P-9P	MLB WORLD SERIES	:30	\$3,000.00	10/27-10/27	1	1	1	\$3,000.00	
[PART OF A MKGD MADE UP OF LINES 35 36 37]												
V11 Added												

Rep Order# 9771685 Ver# 11 Status Revised  
EC'd Yes

Traffic Order# 566075

Printed: 10/03/2012 3:16 PM  
Last Received: 10/03/2012 1:39 PM  
Showing Buylines: All Rep Revised Lines

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2605  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2605  
Flight Dates 10/26/2012 - 11/06/2012  
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*21	SU	5P-530P	FOX13-LIVE@5WK	:30	\$450.00	10/28-10/28	0	0	0	\$0.00	

Rating: 1.8

[MADE-GOOD BY LINE(S) 35 36 37]  
V11 Effective Dates Changed

	*26	M	530P-9P	MLB: WRLD SERIES	:30	\$3,000.00	11/05-11/05	0	0	0	\$0.00	
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Rating: 7.8

[MADE-GOOD BY LINE(S) 35 36 37]  
V11 Effective Dates Changed

---REPORT TOTALS---

Report Totals: 3 / \$3,850.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$10,975.00 Nov 12: 22 / \$20,900.00

Sales Totals: 33 / \$31,875.00

Station Totals: 33 / \$31,875.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$159,375	CABL 0%	KDLU 0%	KJZZ 0%	KSL 24%	KSTU 20%
		KTVX 16%	KUCW 5%	KUTV 35%	UNKB 0%	UNKN 0%

Books null  
Demos RA3564